

Energy Challenge 2017 – Swisscom experts and their kids show that saving energy is child’s play!

As one of the world’s most sustainable companies, Swisscom has once again been named as the main partner of the Energy Challenge campaign initiated by SwissEnergy. The objectives of the campaign are to encourage a high level of participation and to demonstrate how to save energy with ICT in a networked world.

Newsweek magazine named Swisscom as the fourth most sustainable company in the world in 2016. Swisscom’s responsibility towards the environment and society is in the company’s DNA. This responsibility includes energy efficiency and climate protection, fair supply chains, recycling and media skills. The company’s climate target, which it hopes to achieve by 2020, is to use ICT services to save twice as much CO₂ as is emitted from operations and along the entire supply chain.

Putting 100,000 tips into practice

This is a huge commitment and is also the reason why Swisscom is the main partner of the Energy Challenge 2017 for the second year running. Under the motto “Working together to increase sustainability”, Swisscom is appealing to the Swiss population in collaboration with [SwissEnergy](#) to be smart in their use of energy. Res Witschi, Head of Corporate Responsibility at Swisscom, had the following to say: “Saving energy does not automatically mean refraining from using it altogether. We want to make it clear that small steps can also have a huge impact.” Swisscom is letting its employees’ children do the talking in a series of articles in the 20 Minuten commuter newspaper, in which they explain how sustainable living is “child’s play”. In the Energy Challenge app and using the #energychallenge hashtag on Twitter, Swisscom experts are providing practical tips on how to save energy in every aspect of our lives – from using energy-saving TV Boxes and donating old mobile phones to charity all the way to smart home solutions. The aim of this campaign is to encourage users of the app to suggest and implement at least 100,000 tips so that the virtually energy-neutral closing concert, Energy Air Bern, can be held.

Repairing instead of throwing away

Swisscom is focusing on the theme of repairs in its appearances at the Muba, Züspa and Comptoir public trade fairs. Visitors to the Swisscom stand can have their faulty Apple and Samsung devices repaired by qualified technicians. Furthermore, visitors can hop on a stationary bike and generate energy by pedalling to charge as many mobile phones as possible. The cyclists will then collect energy points for the Energy Challenge.

Berne, 4 May 2017

Further information on Swisscom sustainability: <https://cr.swisscom.ch>

Swisscom sustainability targets:

<https://www.swisscom.ch/en/about/company/sustainability/objectives.html>

Newsweek Green Ranking: <http://www.newsweek.com/green-2016/top-green-companies-world-2016>

Further information on SwissEnergy: www.energieschweiz.ch